



Uncovering global bartender opportunities for beverage success in the On Premise

Global Bartender Report
Powered by BarSights

CGA by NIQ



BarSights

What sets CGA apart

BarSights is the largest study into hospitality professionals globally, surveying **1,500 hospitality professionals** around the world, allowing for comprehensive insights into a crucial audience for you and your brands.

The study is strengthened by working with bartender associations, through capturing high-quality responses from committed hospitality recipients.

Data is analysed by CGA's On Premise experts, delivering high quality and actionable insights to improve advocacy, drive staff recommendations and gain share.





Global Bartender Report

BarSights powers our **Global Bartender Report**, presenting an invaluable opportunity for beverage suppliers to connect with and **drive advocacy** among bartenders worldwide.

This industry-leading study delves into the insights, preferences, and trends within the global bartender community.

By leveraging the findings of this report, gain a competitive edge, **enhance your product positioning**, and foster **stronger relationships** with the bartender community.



Uncovering global bartender opportunities

Key benefits

Drive advocacy of brands: Bar staff play an invaluable role in the consumer path-to-purchase and can be vital influencers of consumer decision making through their recommendations. This report will be key for ensuring staff are recommending your brands.

Unprecedented Insights: Gain a deep understanding of bartenders' demographics, work experience, industry knowledge, and preferences, allowing for targeted strategies tailored to their needs.

Market Intelligence: Stay ahead of the competition by accessing valuable data on popular drinks and emerging trends, at both a global and regional level, as told by those who know the industry the most.

Optimize Engagement: Understand how best to interact with bartenders from online communities and engagement programs, to the role sales reps will play.

Strengthen Supplier-Bartender Relations: Understand how bartenders interact with suppliers, their sentiment towards brands, and drivers behind their supplier preferences, facilitating stronger partnerships and collaboration.



The report in focus



Bartender role experience

Understanding bartenders' satisfaction levels and analysis of venue types worked in, length of experience and their career aspirations



Bartender Advocacy

Spotlighting advocacy; how frequently they give recommendations and their preferences, factors influencing their choice to recommend and effectiveness of advocacy



Industry knowledge

Gaining deeper insights of bartender knowledge, including brand and product knowledge, supplier familiarity, expertise and operational knowledge, plus where they want to learn more



Supplier relations & training

Identifying bartender supplier sentiment, what they want from suppliers, drivers behind relations and how they would like to be incentivized



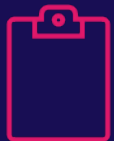
Drinks trends

Exploring the most popular drinks in their venue, industry trends for the region/country, consumer taste preferences and emerging trends in drinks



Growth of Social media in bartending

Analyzing the use of social media and the impact social media has on their profession, including the influence it has on purchasing decisions



Ordering & Menu development

Understanding the usage and application of menus in an ever-digitalizing world, and exploring the entire process of product identification, ordering and incorporation, to see where suppliers can best influence



Bar Community

Understanding how important bartender communities are and their active involvement



BarSights Methodology



- + Covering markets from across Europe, Asia, Oceania and The Americas:
 - + Great Britain
 - + France
 - + Italy
 - + Germany
 - + Spain
 - + Australia
 - + South Korea
 - + Canada
 - + USA
 - + Mexico
- + Surveying 150 bartenders/managers/hospitality decision makers per country who currently work in the On Premise
 - + Bartenders have all worked in the industry for more than 6 months
 - + They work in a range of premium outlet types, both food- and drink-led
- + Fieldwork conducted in January 2024 - February 2024
- + Full report available from March 2024
- + Working closely with Bartender Associations across the globe to facilitate this project



barcats

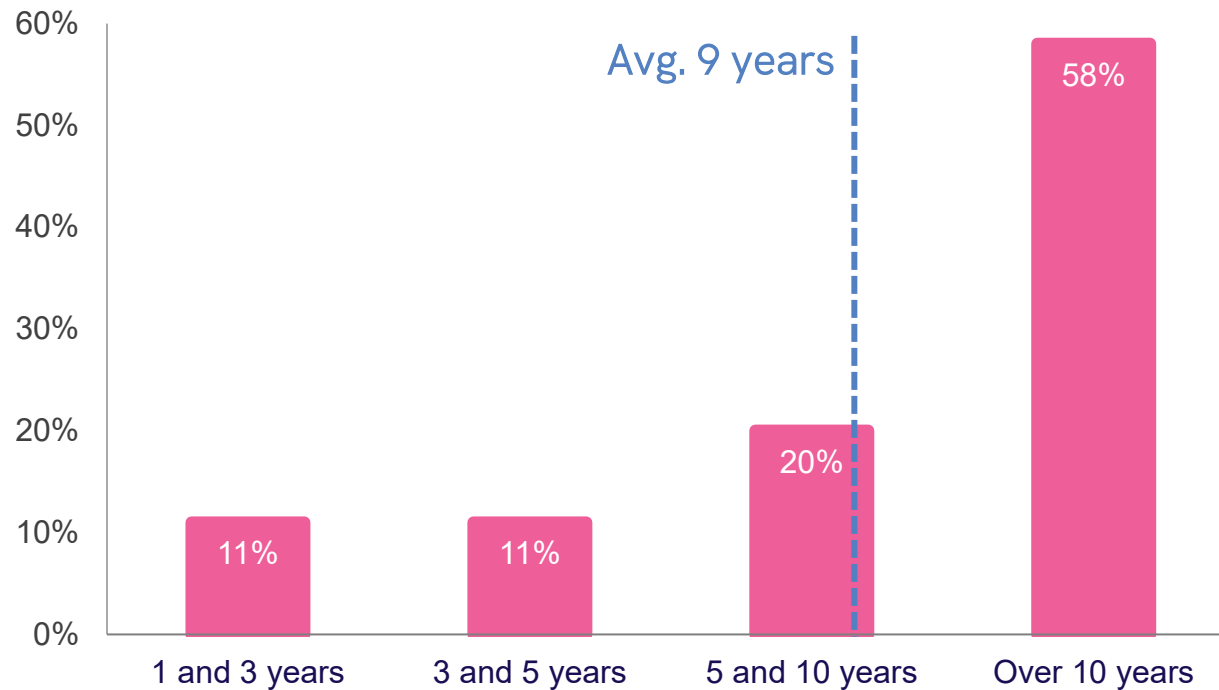
Lush Life



Bartenders believe their role in hospitality has the potential to become a career with longevity, so building relationships will put brands in a great position to have long lasting advocates

Bartender Report – example slide

How long do you expect to stay in the hospitality industry?



CGA ITALY BARTENDER SURVEY - MAY 2022. BASE: 45



Current supplier relationships are rated as average, so there's a need to build better connections with venues to capitalise on the opportunity for longer term advocacy

Rate supplier relationships as 'good' or 'very good'

69%

Global Average



72%

Germany



69%

Italy



67%

Australia

CGA ITALY BARTENDER SURVEY - MAY 2022. BASE: 45



However, whilst the majority of bartenders have completed supplier led training before, there's an indication they have been left unfulfilled so content will need to be optimised to have an impact

Attitudes towards supplier led training

98% → **76%**

Of bartenders have received some form of drinks training previously

Would accept training/education provided by a drink supplier/brand



25%

Of those who have previously had training are no longer willing to accept

Country specific reports – rate card costs

Market-specific insights based on a robust sample of 150 bartenders per country

- Understand the market nuances and the needs of hospitality professionals at a market level by purchasing country-specific BarSights insight
- Market-level reports are available for all countries included in the study and provide a rich insight into how to win with hospitality professionals, how to drive advocacy and the trends impacting specific countries

What you will receive

- *An in-depth report providing market level findings and recommendations allowing you to build relationships with this crucial audience, delivered in local language*
- *A virtual presentation of findings, delivered by CGA experts*

Investment

 UK - \$17,748	 USA - \$22,185	 France - \$16,417
 South Korea - \$17,526	 Italy - \$16,417	 Mexico - \$19,523
 Germany - \$19,967	 Australia - \$17,525	 Canada - \$17,748
 Spain - \$16,417		



Investment: Rate
card costs

Full global report

Aggregated sample
(1,500)

Investment:
\$66,555 USD



Why CGA by NIQ?

On Premise specialization

CGA's expertise in the On Premise sector is crucial for unlocking insights that truly make a difference. Generic insights are not valuable in this unique sector, and CGA's specialization ensures the relevance and impact of the insights provided.

Comprehensive understanding of the market

CGA's research offers a complete and specialist view of the On Premise market. By analyzing consumer behaviour, category trends, venue types, brands, and occasions, it provides a comprehensive understanding that can be utilized by various teams within a business, from Field Sales to Category Development.

Built by On Premise experts

CGA's team consists of On Premise consumer research specialists who possess in-depth knowledge and understanding of the sector. They employ world-leading research techniques and leverage their expertise to deliver clear, actionable, and robust insights. All findings are shaped through this capability and built from the most comprehensive On Premise data assets globally.

